

**Lodgers Tax Advisory Board
Special Meeting
Video Conference
1700 N. Grand Avenue Las Vegas NM, 87701
Tuesday May 26, 2020 at 2:00 pm**

Call to Order

Board Chairman Bhakta called the meeting to order at 2:09 pm.

Roll Call

Present

Krutik Bhakta

Allan Affeldt

Georgina Ortega-Angel

Absent

Gabe Garcia

Shawna Sandoval

City staff present

Bill Hendrickson- Community Development Director

Virginia Marrujo- Media Coordinator

Valerie Macias- Administrative Assistant II

Montana Baca- Administrative Assistant I

Approval of Agenda

Board Member Affeldt made a motion to approve the agenda.

Board Member Ortega-Angel second the motion.

Motion passed with unanimous vote.

Finance Report

Bill Hendrickson gave the financial report

\$146,120 available for budget
\$26,000 for wayfinding
See finance report for more information

Board Chairman Bhakta asked if the money was encumbered.

Bill Hendrickson responded that it is encumbered money that has not been paid out yet.

Board Member Ortega-Angel asked if the money was encumbered for Wayfinding prior to COVID and if there are contracts and deliverables.

Bill Hendrickson stated there are no deliverables because they have not been paid.

Virginia Marrujo stated the contracts expire June 30th.

Board Member Affeldt asked about the unused money for the optic.

Board Chairman Bhakta asked if they can be converted into digital ads.

Bill Hendrickson advised the money is not going anywhere. When a budget meeting is held you can discuss it then.

Board Member Affeldt stated he can contact Phil from the Optic.

Board Member Ortega-Angel asked if Virginia was aware of what the optic can handle.

Virginia Marrujo stated the Optic has some digital marketing including their website and facebook page.

Board Member Ortega-Angel and Affeldt are worried about small business folding.

Virginia Marrujo stated they can use the optic for promotion on the recovery process.

Board Chairman Bhakta asked if it would be such as businesses showing when they are opened.

Virginia Marrujo stated it would be like what Albuquerque is doing.

Board Member Ortega-Angel asked if anyone has seen what Las Vegas, Nevada has done reopening. I thought we should look at how they are doing it and how to educate the public as far as what to expect.

Virginia Marrujo stated the Tourism Department is doing the same for New Mexico.

Board Chairman Bhakta stated he hopes to get Gabe and Shawna input from the restaurant's perspective.

Board Member Affeldt asked if Bill or Virginia knew the status of the wayfinding production.

Bill Hendrickson advised that Robert is working on that. We are also combining a couple of contracts together to get it under one bid.

Board Chairman Bhakta stated he thought there would be signs up at this point.

Bill Hendrickson stated wayfinding is short \$24,000 to do it completely. The bid estimate on the architect is around \$52,000 and they have the \$26,000 that has been approved through Lodgers tax.

Board Chairman Bhakta stated he has not seen the second request. He does not want another project where we are partially funded.

Board Member Affeldt stated since the remaining budget for infrastructure is not enough, maybe money can be moved around or restrictions lifted to get the amount needed.

Bill Hendrickson stated even though the \$26,000 for wayfinding comes out of infrastructure that amount still comes out of the \$146,000.

Board Chairman Bhakta stated I know this has been deferred for a long time. The Chairman wants the lodgers tax report from the hotels and motels so they have some information on what percentage they are operating on.

Bill Hendricson stated the last collection date we have is from April.

Board Chairman Bhakta stated when hotels submit their payment they also need to send their monthly report in.

Public Input

Virginia Marrujo stated no public input was submitted.

Agenda

1. Approval/Disapproval LVFIBA NM True Advertising

Board Chairman Bhakta stated in the discussion part was good and presented very well and what is left is choosing packets. He wants the geographic targets to be widened to West Texas and Colorado.

Board Chairman Bhakta asked Virginia if there was a selection for West Texas and Colorado.

Virginia Marrujo stated she does not see any of those selections chosen.

Board Chairman Bhakta believes that they are missing a good portion of the surrounding economies.

Virginia Marrujo stated she only sees NM magazines. There is digital advertising and the only printed items are magazines.

Wid Slick stated the overall proposal is 82% digital and it can easily be targeted the way you want it to. We can advertise Amarillo through Facebook or Trip Advisor and the other things that come in the package.

Virginia Marrujo stated she noticed there is a video and photo shoot allowed but does not believe they are needed because that money can be spent elsewhere.

Board Member Affeldt made a motion to approval.

Board Member Ortega-Angel seconded the motion.

Motion passes.

2. Approval/Disapproval of City tourism and film websites

Board Chairman Bhakta asked what the total amount for the website was.

Bill Hendrickson responded \$1,721.10 for the websites and \$1,844.84 for the design software.

Virginia Marrujo shared her screen and explained the analytics. The report goes from July 1st of the fiscal year to April 30th. The stats COVID page is reaching many people.

Board Chairman Bhakta wants the update on the agenda regularly. Next time he wants the report sent out as part of the packets.

Board Member Affeldt made a motion to approve.

Board Member Ortega-Angel seconded the motion.

Motion passed with a unanimous roll call vote.

3. Approval/Disapproval of Marketing Software

Board Chairman Bhakta stated it is pretty clear. If there is no discussion, he will entertain a motion.

Board Member Affeldt made a motion to approve.

Board Member Ortega-Angel seconded the motion.

Motion passed.

Discussion Items

No discussion items.

New and Other Business

Board Chairman stated they have a lot of work ahead of them and it is hard to discuss the budget when there are so many questions. He wants the monthly reports from hotels even if payments are deferred.

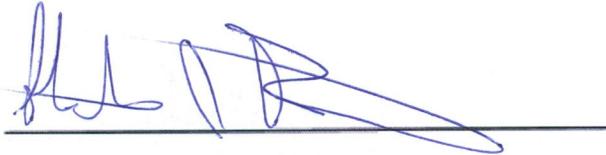
Adjournment

Board Member Affeldt made a motion to adjourn the meeting.

Board Member Ortega-Angel seconded the motion.

Motion passed with unanimous roll call vote.

Meeting adjourned at 2:57 pm.



Board Chairman



Date